



April 2017

April 1st, 2017 marked Maude Financials 35th Birthday!
 John began Maude Financial in 1982 never imagining that his one-man operation would grow into what it is today. We are grateful for John's vision and entrepreneurial spirit, without it Maude Financial would not exist.
 We would also like to extend our gratitude to our dedicated clients who are a part of our past, present and future.

First Quarter 2017

Here we are, already at the end of the first quarter of 2017. Almost all the World markets are up in the first three months of the year.

The laggard has been the TSX (Canada). If you remember, 2016 was a great year for Canada, substantially outperforming most developed markets. This demonstrates the importance of having a diversified portfolio.

We have yet to see how U.S. trade policies will affect Canada and the rest of the world. So far President Trump's bark has been worse than his actual bite. He has been defeated on health care, the wall isn't built and he has set environmental protection back 40 years. He has lied more than any other President, not just in living memory, but in the entire history of the United States. Right now, we may be in a 'Trump bump' in the markets, but beware of a 'Trump slump'.

Leaders around the world are uncertain as to how the U.S. will move on international issues including North Korea and Syria. Uncertainty is never a positive for markets.

Geopolitical turmoil is now becoming the norm in the world. However, business carries on and in the long run markets perform based on corporate earnings. In the event of turmoil, hold on and read page 2 of this newsletter. Our balanced portfolios are up just over 3% so far this year.

	Market	Dec 31 2016	Mar 31 2017	YTD Incl. Dividends
Canada	TSX	15,288	15,548	1.70%
U.S.	DOW	19,763	20,663	4.55%
U.S.	S&P 500	2,239	2,363	5.53%
U.K.	FTSE	7143	7323	2.52%
France	CAC	4862	5122	5.35%
Germany	DAX	11481	12313	7.25%
Japan	NIKKEI	19114	18909	-1.07%
Canadian \$		\$74.40	\$75.09	0.09%
Oil (US\$)		53.72	50.6	-5.81%

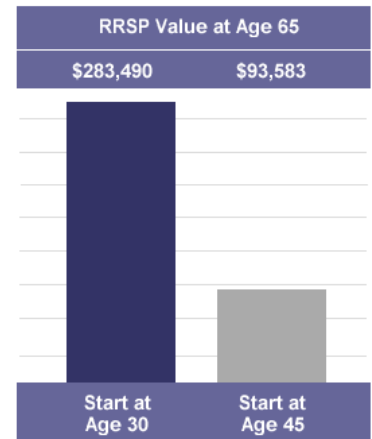
**Source: CNN Money

The Tax Free Savings Account (TFSA)

contribution limit for 2017 is \$5,500. The total TFSA contribution room is now \$52,000 for those who were 18 or older in 2009. This room is cumulative and there is no deadline for your contributions.

Did you Know?

If you started contributing to an RRSP at age 30, at only \$200 per month, you could potentially have \$189,000 more at retirement than if you were to start at age 45?



Did you Know?

You can access your Manulife Group Retirement account online, giving you the ability to check current balances, and complete transactions. Contact us to learn how.

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The Laws of Wealth

Human behaviour has always interested me. It has also become a frustration in my line of work. I often lament “Why won’t you follow my advice?”.

Human beings are extremely complex and come with all sorts of biases and opinions. That is what makes us so interesting! However, human behaviour can also get in the way of us becoming financially successful. Those who are financially successful have overcome major hurdles in suppressing or managing their natural human behaviour.

My frustration has led me to read about finance and human behaviour. The most recent book “The Laws of Wealth” by Daniel Crosby focuses on the incompatibility of human behaviour and successful investing. He provides a simple solution to the complex puzzle that is human nature labeling it “Rules Based Investing”. Crosby identifies 10 rules that are simple to understand but because we are human, extraordinarily hard to follow.

Crosby begins the book with the idea that

“First, we must own up to the reality that we investors are afflicted with a disease for which there is not, nor will ever be, a cure. That disease is our own fear and greed...

Second, you must accept that the only way to eradicate the disease of fear and greed is through disciplined adherence to a set of vital behaviours.... The behaviours set forth here are simple and intuitive to grasp but gut-wrenchingly painful to execute.”

Rule #1: You Control What Matters Most

Crosby explains that investors like to dream about getting in on an exceptional company like Google or Apple when they debut on the stock market. However, Crosby explains that investor behaviour is a more accurate predictor of wealth creation than either fund selection or market timing. Not panicking, making regular contributions and maintaining a long-term focus are the boring behaviours that support the accumulation of wealth.

Maude Financial has always promoted these philosophies and we continue to live by them. Consistency is key, even small increases to your monthly contributions will pay far more than striving for a greater rate of return.

Crosby ends the chapter with these thought provoking ideas:

Think - “Whatever the market does, my own choices matter most.”

Ask - “Rather than chasing returns, is there more I could be doing with respect to saving, cutting costs and remaining patient?”

Do – “Automate a process of long-term regular contributions to your investment account that escalate with salary raises.”

Stay Tuned! The next series of our newsletters will focus on Crosby’s remaining 9 Laws of Wealth.

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.”
- Mahatma Gandhi